

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 104403  
**Alt Order #:** 06832083  
**Product Desc:** HELLER FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/10/12 - 10/21/12  
**Original Date / Rev:** 07/18/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heller, Dean for U.S. Senate - *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/21/12 | 82      | \$51,425.00  | \$43,711.25 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 82        | \$51,425.00        | \$43,711.25        | 0.00        |
| <b>Totals</b> | <b>82</b> | <b>\$51,425.00</b> | <b>\$43,711.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 29%   | \$51,425.00  |
| Market      | 100%  | \$177,327.59 |

**Competitive Share**

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 26%   | \$46,105.17 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 18%   | \$31,918.97 |
| KTUD              | 1%    | \$1,773.28  |
| KVVU              | 24%   | \$42,558.62 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 2%    | \$3,546.55  |

| Ln                        | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount   |
|---------------------------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1                       | KSNV | 10/10/12          | 10/12/12        | M-F 5-6a WakeUp w/Wa@M |       | 5-6a              | --WTF-- | :30         | 6     | \$300.00      | 2   | 0.00 | NM   | 2     | \$600.00 |
| M-F 5-6a WakeUp w/Wagners |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
| NEWS                      |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |          |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|                           |      | Week: 10/08/12    | 10/14/12        | --WTF--                |       | 2                 |         | \$300.00    |       | 0.00          |     |      |      |       |          |

Order / Rev: 104403  
 Alt Order #: 06832083  
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

| Ln      | Ch   | Start             | End             | Inventory Code                                      | Break             | Start/End Time | Days        | Len | Spots         | Rate      | Pri | Rtg  | Type | Spots | Amount     |
|---------|------|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|-----------|-----|------|------|-------|------------|
| E 1     | KSNV | 10/10/12          | 10/12/12        | M-F 5-6a WakeUp w/WagM<br>M-F 5-6a WakeUp w/Wagners | CM                | 5-6a           | --WTF--     | :30 | 6             | \$300.002 |     | 0.00 | NM   | 2     | \$600.00   |
| NEWS    |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | --WTF--   | 2                 |                | \$300.00    |     | 0.00          |           |     |      |      |       |            |
| E 2     | KSNV | 10/15/12          | 10/16/12        | M-F 5-6a WakeUp w/WagM<br>M-F 5-6a WakeUp w/Wagners | CM                | 5-6a           | MT-----     | :30 | 4             | \$300.002 |     | 0.00 | NM   | 2     | \$600.00   |
| NEWS    |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/15/12          | 10/21/12        | MT-----   | 2                 |                | \$300.00    |     | 0.00          |           |     |      |      |       |            |
| E 3     | KSNV | 10/15/12          | 10/16/12        | M-F 6-7a WakeUp w/WagM<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a           | MT-----     | :30 | 4             | \$450.002 |     | 0.00 | NM   | 2     | \$900.00   |
| NEWS    |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/15/12          | 10/21/12        | MT-----   | 2                 |                | \$450.00    |     | 0.00          |           |     |      |      |       |            |
| E 4     | KSNV | 10/10/12          | 10/12/12        | M-F 6-7a WakeUp w/WagM<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a           | --WTF--     | :30 | 6             | \$450.002 |     | 0.00 | NM   | 2     | \$900.00   |
| NEWS    |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | --WTF--   | 2                 |                | \$450.00    |     | 0.00          |           |     |      |      |       |            |
| E 5     | KSNV | 10/10/12          | 10/12/12        | Today Show<br>Today Show                            | CM                | 658a-9am       | --WTF--     | :30 | 6             | \$600.002 |     | 0.00 | NM   | 3     | \$1,800.00 |
| TODAY   |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | --WTF--   | 3                 |                | \$600.00    |     | 0.00          |           |     |      |      |       |            |
| E 6     | KSNV | 10/15/12          | 10/16/12        | Today Show<br>Today Show                            | CM                | 658a-9am       | MT-----     | :30 | 4             | \$600.002 |     | 0.00 | NM   | 1     | \$600.00   |
| TODAY   |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/15/12          | 10/21/12        | MT-----   | 1                 |                | \$600.00    |     | 0.00          |           |     |      |      |       |            |
| E 8     | KSNV | 10/10/12          | 10/12/12        | M-F Today Show II 3rd H<br>M-F Today Show II        | CM                | 9-10a          | ---TF--     | :30 | 3             | \$275.002 |     | 0.00 | NM   | 2     | \$550.00   |
| TODAY 2 |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | ---TF--   | 2                 |                | \$275.00    |     | 0.00          |           |     |      |      |       |            |
| E 9     | KSNV | 10/10/12          | 10/12/12        | M-F Today Show III 4th H<br>Today 4th Hour          | CM                | 10am-11am      | --WT---     | :30 | 2             | \$225.002 |     | 0.00 | NM   | 2     | \$450.00   |
| TODAY 3 |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | --WT---   | 2                 |                | \$225.00    |     | 0.00          |           |     |      |      |       |            |
| E 10    | KSNV | 10/15/12          | 10/16/12        | M-F Today Show III 4th H<br>Today 4th Hour          | CM                | 10am-11am      | -T-----     | :30 | 1             | \$225.002 |     | 0.00 | NM   | 1     | \$225.00   |
| TODAY 3 |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/15/12          | 10/21/12        | -T-----   | 1                 |                | \$225.00    |     | 0.00          |           |     |      |      |       |            |
| E 11    | KSNV | 10/15/12          | 10/16/12        | Rachael Ray<br>Rachael Ray                          | CM                | 11am-12pm      | M-----      | :30 | 1             | \$225.002 |     | 0.00 | NM   | 1     | \$225.00   |
| RR      |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/15/12          | 10/21/12        | M-----  | 1                 |                | \$225.00    |     | 0.00          |           |     |      |      |       |            |
| E 12    | KSNV | 10/10/12          | 10/12/12        | Rachael Ray<br>Rachael Ray                          | CM                | 11am-12pm      | ---TF--     | :30 | 2             | \$225.002 |     | 0.00 | NM   | 2     | \$450.00   |
| RR      |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | ---TF--   | 2                 |                | \$225.00    |     | 0.00          |           |     |      |      |       |            |
| E 13    | KSNV | 10/10/12          | 10/12/12        | Noon News<br>Noon News                              | CM                | 12-1230pm      | --W----     | :30 | 1             | \$275.002 |     | 0.00 | NM   | 1     | \$275.00   |
| NEWS    |      |                   |                 |   |                   |                |             |     |               |           |     |      |      |       |            |
|         |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |           |     |      |      |       |            |
| Week:   |      | 10/08/12          | 10/14/12        | --W----   | 1                 |                | \$275.00    |     | 0.00          |           |     |      |      |       |            |
| E 14    | KSNV | 10/15/12          | 10/16/12        |   | CM                | 12-1230pm      | MT-----     | :30 | 2             | \$275.002 |     | 0.00 | NM   | 2     | \$550.00   |

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 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

| Ln    | Ch   | Start             | End             | Inventory Code       | Break | Start/End Time | Days              | Len | Spots       | Rate      | Pri | Rtg           | Type | Spots | Amount   |
|-------|------|-------------------|-----------------|----------------------|-------|----------------|-------------------|-----|-------------|-----------|-----|---------------|------|-------|----------|
|       |      |                   |                 | Noon News            |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | Noon News            |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | NEWS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | MT-----              |       |                | 2                 |     | \$275.00    |           |     | 0.00          |      |       |          |
| E 15  | KSNV | 10/15/12          | 10/16/12        | The Agenda 1230pm    | CM    | 1230-1p        | MT-----           | :30 | 1           | \$225.002 |     | 0.00          | NM   | 1     | \$225.00 |
|       |      |                   |                 | The Agenda 1230pm    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | AGENDAY              |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | MT-----              |       |                | 1                 |     | \$225.00    |           |     | 0.00          |      |       |          |
| E 16  | KSNV | 10/10/12          | 10/12/12        | The Agenda 1230pm    | CM    | 1230-1p        | --WTF--           | :30 | 3           | \$225.002 |     | 0.00          | NM   | 3     | \$675.00 |
|       |      |                   |                 | The Agenda 1230pm    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | AGENDAY              |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | --WTF--              |       |                | 3                 |     | \$225.00    |           |     | 0.00          |      |       |          |
| E 17  | KSNV | 10/10/12          | 10/12/12        | Days of our Lives    | CM    | 1258p-2pm      | ---WT---          | :30 | 2           | \$275.002 |     | 0.00          | NM   | 2     | \$550.00 |
|       |      |                   |                 | Days of our Lives    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | DAYS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | --WT---              |       |                | 2                 |     | \$275.00    |           |     | 0.00          |      |       |          |
| E 18  | KSNV | 10/15/12          | 10/16/12        | Days of our Lives    | CM    | 1258p-2pm      | MT-----           | :30 | 2           | \$275.002 |     | 0.00          | NM   | 2     | \$550.00 |
|       |      |                   |                 | Days of our Lives    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | DAYS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | MT-----              |       |                | 2                 |     | \$275.00    |           |     | 0.00          |      |       |          |
| E 19  | KSNV | 10/15/12          | 10/16/12        | The Doctors          | CM    | 2pm-3pm        | -T-----           | :30 | 1           | \$225.002 |     | 0.00          | NM   | 1     | \$225.00 |
|       |      |                   |                 | The Doctors          |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | DRS                  |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | -T-----              |       |                | 1                 |     | \$225.00    |           |     | 0.00          |      |       |          |
| E 20  | KSNV | 10/10/12          | 10/12/12        | The Doctors          | CM    | 2pm-3pm        | ---TF--           | :30 | 2           | \$225.002 |     | 0.00          | NM   | 2     | \$450.00 |
|       |      |                   |                 | The Doctors          |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | DRS                  |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | ---TF--              |       |                | 2                 |     | \$225.00    |           |     | 0.00          |      |       |          |
| E 21  | KSNV | 10/10/12          | 10/12/12        | Dr. Phil             | CM    | 3-4p           | ---W----          | :30 | 1           | \$300.002 |     | 0.00          | NM   | 1     | \$300.00 |
|       |      |                   |                 | Dr Phil              |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | PHIL                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | ---W----             |       |                | 1                 |     | \$300.00    |           |     | 0.00          |      |       |          |
| E 22  | KSNV | 10/15/12          | 10/16/12        | Dr. Phil             | CM    | 3-4p           | MT-----           | :30 | 2           | \$300.002 |     | 0.00          | NM   | 2     | \$600.00 |
|       |      |                   |                 | Dr Phil              |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | PHIL                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | MT-----              |       |                | 2                 |     | \$300.00    |           |     | 0.00          |      |       |          |
| E 23  | KSNV | 10/15/12          | 10/16/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | MT-----           | :30 | 2           | \$450.002 |     | 0.00          | NM   | 2     | \$900.00 |
|       |      |                   |                 | 4PM NEWS (1 hour)    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | NEWS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/15/12          | 10/21/12        | MT-----              |       |                | 2                 |     | \$450.00    |           |     | 0.00          |      |       |          |
| E 24  | KSNV | 10/10/12          | 10/12/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | --W-F--           | :30 | 2           | \$450.002 |     | 0.00          | NM   | 2     | \$900.00 |
|       |      |                   |                 | 4PM NEWS (1 hour)    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | NEWS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | --W-F--              |       |                | 2                 |     | \$450.00    |           |     | 0.00          |      |       |          |
| E 25  | KSNV | 10/10/12          | 10/12/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | ---WT---          | :30 | 3           | \$450.002 |     | 0.00          | NM   | 2     | \$900.00 |
|       |      |                   |                 | 4PM NEWS (1 hour)    |       |                |                   |     |             |           |     |               |      |       |          |
|       |      |                   |                 | NEWS                 |       |                |                   |     |             |           |     |               |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |           |     | <u>Rating</u> |      |       |          |
| Week: |      | 10/08/12          | 10/14/12        | ---WT---             |       |                | 2                 |     | \$450.00    |           |     | 0.00          |      |       |          |
| E 26  | KSNV | 10/15/12          | 10/16/12        |                      | CM    | 4-5pm          | MT-----           | :30 | 2           | \$450.002 |     | 0.00          | NM   | 2     | \$900.00 |

Order / Rev: 104403  
 Alt Order #: 06832083  
 Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

| Ln  | Ch   | Start    | End      | Inventory Code                                      | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|---|------|----------|----------|---|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| NEWS<br>4PM NEWS (1 hour) (4:30 PM-5:00 PM)   |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 27  | KSNV | 10/15/12 | 10/16/12 | M-F Early News<br>M-F Early News                    | CM    | 5-630p         | -T----- | :30 | 1     | \$900.00 | 2   | 0.00 | NM   | 1     | \$900.00   |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/15/12 10/21/12 -T----- 1 \$900.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 28  | KSNV | 10/10/12 | 10/12/12 | M-F Early News<br>M-F Early News                    | CM    | 5-630p         | --WTF-- | :30 | 3     | \$900.00 | 2   | 0.00 | NM   | 3     | \$2,700.00 |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/08/12 10/14/12 --WTF-- 3 \$900.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 29  | KSNV | 10/10/12 | 10/12/12 | M-F Jeop/Wheel<br>M-F Jeopardy/Wheel of Fortune     | CM    | 830-730pm      | --WTF-- | :30 | 3     | \$750.00 | 2   | 0.00 | NM   | 3     | \$2,250.00 |
| JEP/WHEEL<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/08/12 10/14/12 --WTF-- 3 \$750.00 0.00   |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br>5 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel 630-730pm --WThF---- :30 (\$750.00) 0.00 NM<br>See MG 29.9<br>[will mg again]                |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| 9 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF 5a-459a (9:30 PM-10:30 PM) ---Th----- :30 \$750.00 0.00 NM<br>MG for 29.5 10/11<br>[inv code]   |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 30  | KSNV | 10/15/12 | 10/16/12 | M-F Jeop/Wheel<br>M-F Jeopardy/Wheel of Fortune     | CM    | 630-730pm      | MT----- | :30 | 1     | \$750.00 | 2   | 0.00 | NM   | 1     | \$750.00   |
| JEP/WHEEL<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/15/12 10/21/12 MT----- 1 \$750.00 0.00   |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 31  | KSNV | 10/15/12 | 10/18/12 | FacetoFace/Ralston Rep<br>Face to Face w/ J.Ralston | CM    | 730-758pm      | MT----- | :30 | 2     | \$450.00 | 2   | 0.00 | NM   | 2     | \$900.00   |
| FACE<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u><br>1 KSNV 10/15/12-10/21/12 FacetoFace/Ralston Report 730-758pm MT----- :30 (\$450.00) 0.00 NM<br>See MG 31.3<br>[PGM CHG = NBC DEBATE] |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| 3 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm -T----- :30 \$450.00 0.00 NM<br>MG for 31.1 10/16<br>[INV CODE]  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 32  | KSNV | 10/10/12 | 10/12/12 | FacetoFace/Ralston Rep<br>Face to Face w/ J.Ralston | CM    | 730-758pm      | --W-F-- | :30 | 2     | \$450.00 | 2   | 0.00 | NM   | 2     | \$900.00   |
| FACE<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/08/12 10/14/12 --W-F-- 2 \$450.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 33  | KSNV | 10/11/12 | 10/11/12 | M-F News 3 at Eleven<br>M-F News 3 at Eleven        | CM    | 11pm-1135pm    | ---T--- | :30 | 1     | \$775.00 | 2   | 0.00 | NM   | 1     | \$775.00   |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/08/12 10/14/12 ---T--- 1 \$775.00 0.00  |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 34  | KSNV | 10/15/12 | 10/15/12 | M-F News 3 at Eleven<br>M-F News 3 at Eleven        | CM    | 11pm-1135pm    | M-----  | :30 | 1     | \$775.00 | 2   | 0.00 | NM   | 1     | \$775.00   |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 10/15/12 10/21/12 M----- 1 \$775.00 0.00   |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |
| E 35  | KSNV | 10/15/12 | 10/16/12 | The Tonight Show<br>Tonight Show                    | CM    | 1135p-1237a    | MT----- | :30 | 1     | \$275.00 | 2   | 0.00 | NM   | 1     | \$275.00   |



Order / Rev: 104403  
Alt Order #: 06832083  
Flight Dates: 10/10/12 - 10/21/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate: KSNV

| Ln           | Ch   | Start             | End             | Inventory Code   | Break             | Start/End Time  | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|--------------|------|-------------------|-----------------|--|-------------------|-----------------|-------------|-----|---------------|------------|-----|------|--------|-------|-------------|
| E 50         | KSNV | 10/14/12          | 10/14/12        | News 3 Today Wknd<br>News 3 Today                      | CM                | 9a-930am        | -----S      | :30 | 1             | \$250.00   | 2   | 0.00 | NM     | 1     | \$250.00    |
| NEWS         |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$250.00    |     | 0.00          |            |     |      |        |       |             |
| E 51         | KSNV | 10/14/12          | 10/14/12        | Chris Matthews 9:30AM<br>Chris Matthews SUN 9:30am     | CM                | 9:30a-10a       | -----S      | :30 | 1             | \$375.00   | 2   | 0.00 | NM     | 1     | \$375.00    |
| CM           |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$375.00    |     | 0.00          |            |     |      |        |       |             |
| E 52         | KSNV | 10/14/12          | 10/14/12        | NFL Pre-Game / FNA<br>NFL Pre-Game                     | CM                | 1p-530pm        | -----S      | :30 | 1             | \$1,600.00 | 2   | 0.00 | NM     | 1     | \$1,600.00  |
| FNIA         |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$1,600.00  |     | 0.00          |            |     |      |        |       |             |
| E 53         | KSNV | 10/14/12          | 10/14/12        | NFL Football<br>NFL Football                           | CM                | 1P-9PM          | -----S      | :30 | 1             | \$8,000.00 | 2   | 0.00 | NM     | 1     | \$8,000.00  |
| SNF          |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$8,000.00  |     | 0.00          |            |     |      |        |       |             |
| E 54         | KSNV | 10/14/12          | 10/14/12        | NFL End of Game Break<br>NFL End of Game Break         | CM                | 1p-9p           | -----S      | :30 | 1             | \$6,500.00 | 2   | 0.00 | NM     | 1     | \$6,500.00  |
| NFL POSTGAME |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$6,500.00  |     | 0.00          |            |     |      |        |       |             |
| E 55         | KSNV | 10/14/12          | 10/14/12        | Sports Night in Las Vegas<br>Sports Night in Las Vegas | CM                | Sun 1135p-1200a | -----S      | :30 | 1             | \$200.00   | 2   | 0.00 | NM     | 1     | \$200.00    |
| SPORTS NIGHT |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/08/12          | 10/14/12        | -----S   | 1                 |                 | \$200.00    |     | 0.00          |            |     |      |        |       |             |
| N 56         | KSNV | 10/16/12          | 10/16/12        | Noon News<br>Noon News                                 | CM                | 12-1230pm       | -T-----     | :30 | 1             | \$275.00   | 2   | 0.00 | NM     | 1     | \$275.00    |
|              |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/15/12          | 10/21/12        | -T-----  | 1                 |                 | \$275.00    |     | 0.00          |            |     |      |        |       |             |
| N 57         | KSNV | 10/20/12          | 10/20/12        | News 3 Today - SATUR<br>News 3 Today - SAT             | CM                | 9am-930am       | -----S-     | :30 | 1             | \$500.00   | 1   | 0.00 | NM     | 1     | \$500.00    |
|              |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/15/12          | 10/21/12        | -----S-  | 1                 |                 | \$500.00    |     | 0.00          |            |     |      |        |       |             |
| N 58         | KSNV | 10/17/12          | 10/21/12        | Wake Up Early w/ Wagner<br>Wake Up Early Wagners       | CM                | 430a-5a         | --WT--S     | :30 | 1             | \$50.00    | 3   | 0.00 | NM     | 1     | \$50.00     |
|              |      |                   |                 |  |                   |                 |             |     |               |            |     |      |        |       |             |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |             |
| Week:        |      | 10/15/12          | 10/21/12        | --WT--S  | 1                 |                 | \$50.00     |     | 0.00          |            |     |      |        |       |             |
|              |      |                   |                 |  |                   |                 |             |     |               |            |     |      | Totals | 82    | \$51,425.00 |